

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Serial No.:** 09/843,589  
**Inventors:** BRUCKNER, John *et al.*  
**Filed:** April 25, 2001  
**Title:** **SYSTEM AND METHOD FOR  
MANAGING INTERACTIVE  
PROGRAMMING AND  
ADVERTISEMENTS IN  
INTERACTIVE BROADCAST  
SYSTEMS**

**Art Unit:** 2623  
**Examiner:** SHANG, Annan Q.  
**Confirmation No.:** 8739  
**Docket No.:** 113748-5764US

**AMENDED APPEAL BRIEF (Section III)**

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Dear Sir:

In response to Notification of Non-Compliant Appeal Brief dated December 24, 2008,  
new Section III of the Appeal Brief is presented herein.

**(iii) Status of Claims**

Claims 1-50 were presented. Claims 2, 4, 10, 13-18, 22, and 30-33 have been canceled. Claims 1, 3, 5-9, 11, 12, 19-21, 23-29 and 34-50 are pending in the case. Claims 1, 3, 5-9, 11, 12, 19-21, 23-29 and 34-50 have been rejected. Claims 1, 3, 5-9, 11, 12, 19-21, 23-29 and 34-50 are appealed herein.

The present application was filed on April 25, 2001 with claims 1-33. In a preliminary amendment dated May 16, 2001, claims 13-18 and 30-33 were canceled. In an amendment dated August 11, 2005, claims 1, 2, 4, 8, 9, 11, 12, 19, and 26-29 were amended; and claims 34-50 were added. In an amendment dated January 17, 2006, claims 9-12 and 27-29 were further amended. In an amendment dated December 22, 2006, claims 1, 9, 19, and 27 were further amended. In an amendment dated June 26, 2007, claims 2, 4, 10, and 22 were canceled; and claims 1, 5-7, 9, 19, and 27 were further amended. In an amendment dated December 3, 2007, claims 1, 9, 19, and 27 were further amended. No further claim amendments have been made.